

*"A man does not plant a tree for himself;
he plants it for posterity."*

CICERO

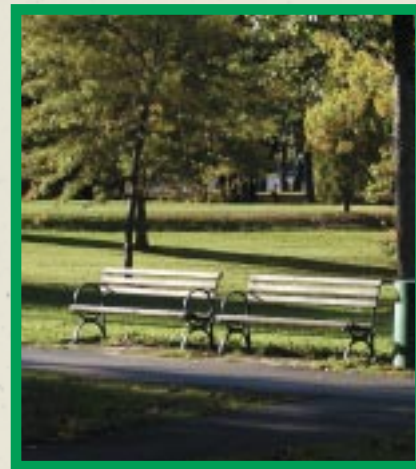


Help trees help you.

Project Canopy
c/o Maine Forest Service
22 State House Station • Augusta, ME 04333-0022
1-800-367-0223 (within Maine)
207-287-2791 (outside of Maine)
Fax: 207-287-8422
www.projectcanopy.org



Department of Conservation
Maine Forest Service



*The beautiful thing about trees
is they keep their*

promises.

Project Canopy helps you do the same.

Welcome to Project Canopy, a program from the Department of Conservation's Maine Forest Service and the Pine Tree State Arboretum. Project Canopy helps Maine towns and communities develop long-term community tree programs and maximize the benefits trees and forests provide.



*Project
Canopy is
about people.*

This program educates people about the benefits trees provide, and how trees make people's lives better. We connect people who have a particular expertise with people who need that expertise. We help build bridges with town and city governments, and we know how to communicate in a local, political environment. And just as important, Project Canopy helps people talk about success stories, so that they can find the motivation – and inspiration – that is crucial for developing creative, long-term community forestry programs.



News coverage of your efforts is vital for this reason: research shows that Maine people are very receptive to the idea of taking care of a community's trees. To recruit the volunteers you need, reaching people through the media is the most promising strategy. Project Canopy helps you do that.

Your town needs Project Canopy.

Even though Maine is the most forested state in the nation, we tend to have a false sense of security about how well communities cultivate the benefits that trees offer.

Project Canopy helps communities focus on the tangible benefits that long-term community forestry programs can provide. Once citizens and municipal leaders truly understand what a creative tree program can achieve, the benefits become clear.

Here's just one example. The town of China has had an active community forestry program for almost two decades. During a recent winter, China did not receive a single call about trees falling into a road right of way. A benefit like that, a real

saving in operational costs, is the type of long-term goal town managers and municipal officials can really sink their teeth into.

There is so much potential in what trees can provide. The challenge is to unlock that potential. If you think you can commit to helping your community coax additional benefits out of its tree resources, then Project Canopy may be just what you're looking for.



"What surprised me the most was the extent of the services that are available through the Maine Forest Service. These folks really know their stuff. Before Project Canopy, it had never dawned on me to seek out this kind of expertise. This will really pay off for Biddeford's future."

**Marc Lessard
City Council President
Biddeford, ME**

What makes a program successful?

The best way to describe Project Canopy is that we don't impose a program; we complement the program your community would like to create. And we can help you right from the start, when you begin putting ideas on the drawing board.



Maine Forest Service personnel and elected officials in Corinna, announcing the launch of Project Canopy.

That said, the Maine Forest Service does look for three distinct characteristics that typically define successful community forestry programs, both in Maine and the rest of the country, as well. First, it really helps to have support from municipal officials; second, you need a solid core of motivated volunteers; and finally, strong commitment to a long-term plan is key. If your town can meet these three "guidelines," then a call to Project Canopy is definitely in order.

Inspiration, creativity and enthusiasm are what's needed to make sure that your community forest develops into a rich community asset, one that benefits your family – and future generations – for decades to come.



Political support is ready to be tapped.

During focus groups conducted by the Maine Forest Service, which included many municipal officials, there was a clear acknowledgment that political support is very strong for long-term planning that keeps a friendly eye on the environment. The desire for Project Canopy already exists in your town!

The challenging part for most municipal officials, however, is to figure out a way to tap into that latent political support. Then, the next step is to communicate this opportunity to members of your community. If people know they can contribute to a program that will grow and flourish over many decades, they will continue to lend their political support as municipal officials establish the program.

Community education is vital.

One of the crucial functions of Project Canopy is to provide a "how-to" for communicating with key audiences. Project Canopy helps you talk to like-minded people, so you can develop an effective volunteer corps and nurture the support from municipal officials that is essential to establishing the optimal community forestry program for your town.

Through our website and the materials that Project Canopy's education campaign produces, you will get a better understanding of how the media works and how it can influence the general public and key elected officials. We can help you with contact information for leading reporters and editors, and provide tips on how and when to contact the media.



What does Project Canopy provide?

The Maine Forest Service has a wealth of knowledge and expertise to share. The challenge for us is to get that knowledge to the people who can benefit from it. We do that by using down-to-earth strategies, and deploying technical experts into the field to lend hands-on assistance.



For example, Project Canopy can:

- Help recruit and organize volunteers;
- Provide model community tree ordinances;
- Help communities appoint or elect a community tree warden;
- Assist in fund-raising efforts;
- Train tree stewards;
- Link communities to other Maine communities with successful tree programs;
- Provide street tree inventory software;
- Provide lists of local foresters and arborists;
- Build bridges to national community tree organizations;
- Assist in the development of a long-term community tree plan;
- And much more.

"It's really quite simple. Volunteering for the community forestry program is far and away one of the best decisions I've ever made."
Ron Gobeil
Volunteer
Biddeford, ME

Stay tuned to our website.

A key component of Project Canopy is our website, www.projectcanopy.org. As we continue to add educational materials and hold promotional events, this website will be kept up to date all along the way.

We invite you to visit www.projectcanopy.org to learn more about the program. While there you can peruse or download many valuable materials, including photographs, streaming video, press releases, copies of previous press coverage, and much more. Remember to check back often!



www.projectcanopy.org

How to contact Project Canopy.

If you'd like to find out more about the creative ways your community can put trees to work, call the Maine Forest Service toll-free at 1-800-367-0223, and ask for Project Canopy.

Thank you for your interest in Project Canopy, and remember...help trees help you.

Toll free: 1-800-367-0223